

II) IN THE CLAIMS:

1. (Amended) A method of ~~providing a primary content file to~~ enabling a client device to
access a primary content file comprising the steps of:

(a) inputting into the client device a linkage code comprising a routing identification
code and an item identification code;

(b) transmitting the linkage code from the client device to a URL-assembly server,
the URL-assembly server extracting the routing identification code from the linkage
code;

~~(b)~~ (c) transmitting by the URL-assembly server to a routing server the routing
identification code ~~and a client device identification code~~, and obtaining from the routing
server a URL template associated with the routing identification code ~~and the client~~
~~device identification code~~, the URL template comprising the name of a resolution server
and at least one parameter field to be completed by the URL-assembly server ~~client~~
device;

(e) ~~(d)~~ completing the URL template by filling in at least the item identification code, ~~the~~
~~completed URL pointing to content suitable for display on the client device;~~

~~(d)~~ (e) sending the completed URL template to the resolution server named therein to
determine the location of the primary content file based on the item identification code
~~and the client device identification code~~; and

~~(e)~~ (f) the resolution server sending a primary content URL that specifies the location of
the primary content file ~~to the client device and redirecting the client device to a primary~~
~~content server specified by the primary content URL.~~

2. The method of claim 1, further comprising the step of using the primary content
file URL to provide ~~providing~~ the primary content file to the client device from ~~a the~~
primary content server identified by the primary content file URL.

3. The method of claim ~~1~~ 13, wherein the client device is a wireless device
supporting WML content.

1 4. The method of claim ~~1~~ 13, wherein the client device is a wireless device
2 supporting HTML content.

1 5. The method of claim ~~1~~ 13, wherein the client device is a wireless device
2 supporting HDML content.

1 6. The method of claim ~~1~~ 13, wherein the client device is a personal computer
2 supporting HTML content.

1 7. A system for ~~providing a primary content file to~~ enabling a client device to access
2 a primary content file over a computer network, comprising:

- 3 (a) a client device interconnected to the computer network;
4 (b) means for inputting into the client device a linkage code comprising a
5 routing identification code and an item identification code;
6 (c) a URL-assembly server interconnected to the computer network;
7 (d) a routing server interconnected to the computer network;
8 (e) a resolution server interconnected to the computer network; and
9 (f) a primary content server interconnected to the computer network; wherein
10 the client device comprises means for transmitting the linkage code to the URL-
11 assembly server;
12 the URL-assembly server comprises means for extracting the routing
13 identification code from the linkage code, (e)-means for transmitting to a the routing
14 server the routing identification code, and a ~~client device identification code~~, and means
15 for obtaining from the routing server a URL template associated with the routing
16 identification code and the ~~client device identification code~~, the URL template
17 comprising the name of a resolution server and at least one parameter field to be
18 completed by the URL-assembly server, client device; (d) means for completing the URL
19 template by filling in at least the item identification code, and the ~~completed URL~~
20 ~~pointing to content suitable for display on said client device~~; (e) means for sending the
21 completed URL template to the resolution server named therein to determine the location

of the primary content file based on the item identification code; ~~and the client device identification code; and (f)~~

the resolution server comprising means for sending a primary content URL that specifies the location of the primary content file in the primary content server ~~to the client device and redirecting the client device to a primary content server specified by the primary content URL.~~

8. The system of claim 7, wherein the primary content server further comprises ~~comprising~~ means for providing the primary content file identified by the primary content URL to the client device ~~from the primary content server.~~

9. The system of claim 7 14, wherein the client device is a wireless device supporting WML content.

10. The system of claim 7 14, wherein the client device is a wireless device supporting HDML content.

11. The system of claim 7 14, wherein the client device is a wireless device supporting HTML content.

12. The system of claim 7 14, wherein the client device is a personal computer supporting HTML content.

13. (New) The method of claim 1 wherein:
a client device identification code is transmitted by the client device to the URL-assembly server along with the linkage code, the client device identification code functioning to identify operational characteristics of the client device;
the client device identification code is transmitted by the URL-assembly server to the routing server along with the routing identification code; and
the URL template obtained from the routing server is associated with the client device identification code and the routing identification code.

1 14. (New) The system of claim 7 wherein:

2 a client device identification code is transmitted by the client device to the URL-
3 assembly server along with the linkage code, the client device identification code
4 functioning to identify operational characteristics of the client device;

5 the client device identification code is transmitted by the URL-assembly server to
6 the routing server along with the routing identification code; and

7 the URL template obtained from the routing server is associated with the client
8 device identification code and the routing identification code.